November 2, 1992

Dear Vendor:

We are pleased to announce Certified's annual exposition of supermarket products, equipment and merchandising techniques for the food industry (Expo) returns to the Long Beach Convention Center June 23 and 24, 1993.

I urge you to set aside these dates and reserve a spot for your Expo participation in your 1993 promotion budget. Reservations for booths MUST be accompanied by your payment of $1,750 per booth. To reserve your booths early and insure a prime location, please have your reservation in as soon as possible. There will be no pre-reserved areas based on 1992 booth locations.

The exhibit reservation form and the guidelines for the show are attached. Following is some general information we would like to reacquaint you with, along with some changes that have been made:

Booth size will be 8' deep by 10' wide.

Once again there will be a great deal of emphasis on show specials (Expo Bucks) and order writing at the show. Only orders written at the show will qualify for special allowances. Your company will be solicited for show specials (Expo Bucks) from which our buyers will select those "hot" enough to be offered at the show. A book of these specials will be printed and distributed to the members only prior to the show.

Our theme will be "Come to the Mardi Gras".

Set up date will be June 22, 1993, starting at 8:00 a.m.

We will once again use Greyhound Exposition Services, (213) 921-0645, for electrical needs or any other special requests in the booth areas.

We are offering vendors and brokers Cergro's convention rates for hotel space at the Hyatt Regency and the Sheraton in Long Beach. To receive discount rates you must make your reservation through Cergro by contacting Michele Post at (213) 723-7476, ext. 4624 or Barya Hoel at ext. 4705.

All booth assignments will be made on a first-come, first-serve basis. Every effort will be made to accommodate all booth requests, however due to the construction under way at the Long Beach Convention Center we may have to move booth locations and apologize for any inconvenience you may experience.

Sincerely,

Everett W. Dingwell

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President and CEO

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Source: https://www.industrydocuments.ucsf.edu/docs/ngjm0004